

AMENDMENT TO THE CLAIMS

1-58. (Canceled)

59. (Previously presented) A method for conducting a transaction, comprising:
determining at least one product being purchased by a customer during a first transaction;
determining a first transaction price for said at least one product being purchased during said first transaction;
offering said customer an opportunity to purchase said at least one product during a second transaction for a second transaction price that is equivalent to said first transaction price;
receiving an acceptance of said offer from said customer;
receiving, from said customer, a payment for the opportunity, wherein the payment comprises a price that is different than the first or second transaction prices; and
allowing said customer to purchase said product during said second transaction for said second transaction price.

60. (Original) The method of claim 59, further comprising:
providing said customer a benefit identifier associated with said at least one product.

61. (Original) The method of claim 60, further comprising:
receiving said benefit identifier during said second transaction.

62. (Original) The method of claim 61, further comprising:
determining a benefit based on said benefit identifier.

63. (Previously presented) A method for conducting a transaction, comprising:
determining at least one product being purchased by a customer during a first transaction;

determining a first transaction price for said at least one product being purchased during said first transaction;

providing said customer a benefit during said first transaction, wherein said benefit allows said customer to purchase said at least one product during a second transaction for a second transaction price that is equivalent to said first transaction price;

charging said customer for a cost of the benefit, wherein the charging is for an amount that is different than the first or second transaction prices; and

allowing said customer to purchase said product during said second transaction for said second transaction price.

64. (Previously presented) A method for conducting a transaction, comprising:

determining at least one product being purchased by a customer during a first transaction;

determining a first price for said at least one product being purchased during said first transaction;

providing said customer a benefit for a second price during said first transaction, wherein said benefit allows said customer to purchase said at least one product during a second transaction for an amount equivalent to said first price;

charging the second price for the benefit to the customer, wherein the second price is different than the first price; and

allowing said customer to purchase said product during said second transaction for said amount equivalent to said first price.

65-80. (Cancelled)

81. (Previously presented) A method, comprising:

determining a first price for which a first unit of a product is being purchased as part of a first transaction at a point of sale terminal;

determining a benefit, in which the benefit comprises a guarantee that no more than the first price for a second unit of the product will be charged if the second unit of the product is purchased as part of a second transaction;

outputting, at the point of sale terminal, an offer to sell the benefit for a second price, wherein the second price is different than the first price; and
charging a customer that is purchasing the first unit of the product for the second price if the customer accepts the offer.

82. (Previously presented) The method of claim 81, further comprising:
outputting, to the customer, a document that entitles the customer to be charged the first price for a second unit of the product.

83. (Previously presented) The method of claim 82, further comprising:
receiving the document from the customer during a second transaction.

84. (Previously presented) The method of claim 83, further comprising:
determining a current shelf price for the second unit of the product; and
charging the customer, for the second unit of the product, the lesser of the current shelf price and the first price.

85. (Previously presented) A method, comprising:
determining a purchase total for a first transaction being conducted at a point of sale terminal, the transaction including a plurality of products;
determining a benefit, in which the benefit comprises a guarantee that an amount that is not greater than the purchase total will be charged for the plurality of products during a second transaction;
outputting, at the point of sale terminal, an offer to sell the benefit for a price, wherein the price is different than the purchase total; and
charging the price to a customer participating in the first transaction if the customer accepts the offer.

86. (Previously presented) A method comprising:
determining a purchase total for a first transaction being conducted at a point of sale terminal;

determining an amount of savings received by a customer participating in the first transaction;

determining a benefit, in which the benefit comprises a guarantee that no less than the savings will be received by the customer during a second transaction;

outputting, at the point of sale terminal, an offer to sell the benefit for a price, wherein the price is different than the purchase total; and
charging the price to the customer if the customer accepts the offer.

87. (Previously presented) The method of claim 86, wherein the guarantee comprises a guarantee that no less than the savings will be received by the customer during a second transaction if the customer purchases the same products in the second transaction as are included in the first transaction.

88-101. (Canceled)

102. (Previously presented) An apparatus, comprising:

a processor; and

a storage device in communication with said processor and storing instructions adapted to be executed by said processor to:

determine at least one product being purchased by a customer during a first transaction;

determine a first transaction price for said at least one product being purchased during said first transaction;

offer said customer an opportunity to purchase said at least one product during a second transaction for a second transaction price that is equivalent to said first transaction price;

receive an acceptance of said offer from said customer;

receive, from said customer, a payment for the opportunity, wherein the payment comprises a price that is different than the first or second transaction prices; and

allow said customer to purchase said product during said second transaction for said second transaction price.

103. (Previously presented) A computer-readable medium storing instructions adapted to be executed by a processor to:

- determine at least one product being purchased by a customer during a first transaction;

- determine a first transaction price for said at least one product being purchased during said first transaction;

- offer said customer an opportunity to purchase said at least one product during a second transaction for a second transaction price that is equivalent to said first transaction price;

 - receive an acceptance of said offer from said customer;

- receive, from said customer, a payment for the opportunity, wherein the payment comprises a price that is different than the first or second transaction prices; and

- allow said customer to purchase said product during said second transaction for said second transaction price.

104. (Previously presented) An apparatus, comprising:

- a processor; and

- a storage device in communication with said processor and storing instructions adapted to be executed by said processor to:

 - determine at least one product being purchased by a customer during a first transaction;

 - determine a first transaction price for said at least one product being purchased during said first transaction;

 - provide said customer a benefit during said first transaction, wherein said benefit allows said customer to purchase said at least one product during a second transaction for a second transaction price that is equivalent to said first transaction price;

 - charge said customer for a cost of the benefit, wherein the charging is for an amount that is different than the first or second transaction prices; and

 - allow said customer to purchase said product during said second transaction for said second transaction price.

105. (Previously presented) A computer-readable medium storing instructions adapted to be executed by a processor to:

- determine at least one product being purchased by a customer during a first transaction;

- determine a first transaction price for said at least one product being purchased during said first transaction;

- provide said customer a benefit during said first transaction, wherein said benefit allows said customer to purchase said at least one product during a second transaction for a second transaction price that is equivalent to said first transaction price;

- charge said customer for a cost of the benefit, wherein the charging is for an amount that is different than the first or second transaction prices; and

- allow said customer to purchase said product during said second transaction for said second transaction price.

106-107. (Canceled)

108. (Previously presented) A method, comprising:

- determining a product being purchased by a customer during a first transaction;
- determining a product price associated with the customer's purchase of the product during the first transaction;

- providing a benefit to the customer during the first transaction, wherein the benefit allows the customer to purchase the product during a second transaction for a second price that is equivalent to the first price;

- charging the customer for the benefit, wherein the charging is for an amount that is different than the first or second prices;

- determining, during the second transaction and on behalf of the customer, that a current price of the product is less than or equal to the second price; and

- providing an indication, based on the determining that the current price of the product is less than or equal to the second price, that the benefit should be saved for a future transaction.